

SERIAL (BAD) WEDDINGS

MARKETING PRESENTATION

- December 2014 -



TABLE OF CONTENTS

- FILM OVERVIEW
- AN OUTSTANDING BOX OFFICE IN FRANCE
- THE RELEASE STRATEGY
 - CREATIVE MATERIALS
 - MEDIA CAMPAIGN
 - PR & EVENTS
- KEY POINTS
- INTERNATIONAL POSTERS
- CREATIVE ASSETS – Summary

FILM OVERVIEW

Synopsis

Marie and Claude Verneuil are old school: a respected upper class family with four beautiful daughters. Isabelle, Odile and Ségolène made multicultural marriages to Rachid, David and Chao respectively. When Laure announces her intention to marry Charles, her parents are delighted. A traditional wedding, at last! When Laure informs them that Charles is from Africa, something snaps. Marie plunges into total meltdown and Claude plots to sabotage the wedding. He finds an unlikely ally in Charles's father, André, who agrees with them on only one thing: what did they do to deserve this?

Directed by

Philippe de Chauveron (*Ducoboo 1 & 2 - scriptwriter of Neuilly Yo Mama!*)

Cast

Christian Clavier (*Serial Teachers, Friends forever, Asterix and Obelix, Mission Cleopatra*), Chantal Lauby (*The Gilded Cage, Your hands on my hips*), Ary Abittan, Medi Sadoun, Frédéric Chau, Frédérique Bel, etc

Produced by

Romain Rojzman – Les Films du 24 (*Ducoboo 1&2, Serial Teachers*)

Running time : 94'

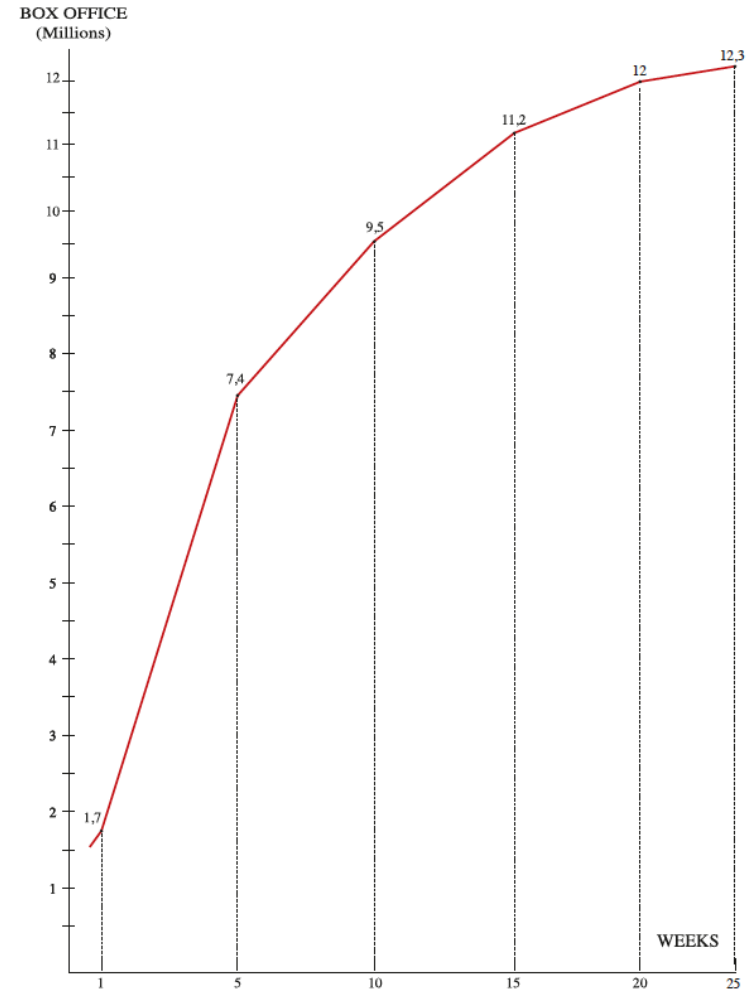
AN OUTSTANDING BOX OFFICE

Box office results in France have broken historical records!

12 236 166 admissions !









€78 M / \$96 M cume to date

This the **biggest UGC film ever** (beating Amélie which ended with a €8,5M cume)










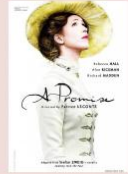







The 6th biggest French films of all times !

And the 19th BIGGEST FILM OF ALL TIMES (all countries)

	Film Title	Film poster	Year of release	French BO (admissions)
1	Welcome to the Sticks		2008	20 413 589
2	The Intouchables		2011	19 440 920
3	La Grande Vadrouille		1966	17 267 607
4	Astérix et Obélix: Mission Cleopatra		2002	14 559 509
5	The Visitors		1993	13 782 991
6	SERIAL BAD WEDDINGS		2014	12 236 166
7	Le Corniaud		1965	11 739 783
8	Friends Forever		2006	10 229 483
9	Taxi 2		2000	10 345 901
10	Three Men and a Cradle		2000	10 345 901
11	Les Misérables		1958	10 251 465
12	The War of Buttons		1962	9 936 391

THE RELEASE STRATEGY IN FRANCE

- Distributed by **UGC** on **April 16th - 621 prints**: a wide release
- **April 16th** : a strategic release date
 - right before the Easter break
 - during school holidays
 - Before several bank holiday weekends
- No big local comedy around the date, except for **BABYSITTING** which was targeting a younger, more upscale audience

WEEKS	FILM TITLE	POSTER		
Week of release-2	47 Ronin			
	The Pirate Fairy			
	My Summer in Provence (local comedy)			
Week of release-1	Divergent			
	Noah			
	Rio 2			
Week of release	Need for Speed			
	A Promise			
	Babysitting (local comedy)			
Week of release+1	Brick Mansions			
	Khumba			
	Quantum Love (local rom com)			
Week of release+2	The Amazing Spiderman			
	Joe			
	Barbecue (local comedy)			

THE RELEASE STRATEGY IN FRANCE

- **A large and mixed target group:**
Core Target: 18+, adult
Secondary target: Mainstream 7-77
 - The positioning:
A laugh-out-loud comedy
A feel-good movie
A modern movie in tune with the times
Laugh about social and religious issues.. and clichés !
For all generations
- *THE* French comedy of the year. **A not-to-miss event**

A film that brings people together. And became **a social phenomenon**

CREATIVE MATERIALS

- 1 GENERIC POSTER
- 4 CHARACTER POSTERS « sons-in-law »



CREATIVE MATERIALS

1 STANDEE



MAIN TRAILER

<https://www.youtube.com/watch?v=lbyLWzBLLf8>

MEDIA CAMPAIGN

TEASING PHASE - *February school holidays*

- Teaser poster campaign in the biggest exhibitor chains
- Trailing with big local comedies and US films such as *NON STOP*, etc
- Web campaign (*Allocine / Youtube / Facebook / Twitter / Online PR / MyTf1.fr*)
- Press ads in local trades

LAUNCH - *W-3 to W-1*

- Extensive poster campaign all over France (5 900 posters)
- Press ads in the exhibitors' and free magazines (*Illimité / Gaumont Pathé / Côté ciné / Métronews / 20 Minutes*)
- Radio campaign (*Europe 1 / Virgin Radio / RFM*)
- Media partnerships (*EUROPE 1 / MY TF1 / METRONEWS / TMC*)
- Ad space buying outside and inside theaters (*UGC / GAUMONT PATHE / CGR / KINEPOLIS / MK2 / INDEPENDANT theaters*)
- Web campaign (*Allocine / Youtube / Facebook / Twitter / Instagram / Snapchat / Online PR / MyTf1.fr / Canalplus.fr / M6replay.fr / W9.fr*)
- Web exclusive contents and games
- Active social media campaign (Facebook, Twitter, Instagram, etc)

PRINT CAMPAIGN



"ON ADORE"

Metromews

"BOURRÉ D'HUMANITÉ, D'INTELLIGENCE
ET D'UNE REVIGORANTE GÉNÉROSITÉ"

Le Parisien

"DES SCÈNES
D'ANTHOLOGIE..."

**QU'EST-CE QU'ON A FAIT AU
BON DIEU?**

un film de PHILIPPE DE CHAUVERON

"UN CASTING
FORT SYMPATHIQUE"

"UNE COMÉDIE
HILARANTE"

"SAUVES
DE RIRES
ANTI-PRÉJUGÉS"

"LE CARTON
DU PRINTEMPS"



4 mariages, 2 têtes d'enterrement

CHRISTIAN CLAVIER CATHAL LAUBY ARY ARBITAN METI SADOUN PRÉFÉRIC CHAU NICOL DUARARA PRÉFÉRIC BEL JULIA PIATON ÉMILIE CAEN ALDORE FONTAN REGIS NZONZI

Présenté par ROMAN ROZDOLNAR pour USC (cédex), soutenu et associé à PHILIPPE DE CHAUVERON et GUY LAURENT

TF1

ACTUELLEMENT AU CINÉMA

TF1 Europe 1

Press Campaign, metro News

Web banners & Games

MY TFI

AU CINÉMA LE 16 AVRIL

QU'EST-CE QU'ON A FAIT AU BON DIEU?

la famille **Vermeuil**

4 mariages,
2 têtes d'enterrement

ACCÉDER AU SITE

LAWS DES INTERNETES

QU'EST-CE QU'ON A FAIT AU BON DIEU?

« SUPER CASTING, UN FILM DRÔLE AVEC DE L'ÉMOTION, ON EN RESSORT AVEC LE SOURIRE ! »

CAROLINE F.

JEU FLASH !

100 PLACES POUR QU'EST-CE QU'ON A FAIT AU BON DIEU? À GAGNER POUR LES PLUS RAPIDES D'ENTRE VOUS !

COMMENT PARTICIPER ?
Envoyez un message privé via le bouton sur la page du film.

DURÉE DU JEU :
Du 20 mars au 24 mars minuit.

LIEU :
Rendez-vous à l'UGC Ciné Cité de Paris (19ème)

DATE :
Le 27 mars à 20 heures.

Message

GRAND JEU INSTANT GAGNANT

CHAQUE JOUR, GAGNEZ DES CADEAUX DE FOLIE AVEC QU'EST-CE QU'ON A FAIT AU BON DIEU?

AU CINÉMA LE 16 AVRIL

1 VOYAGE POUR 2 PERSONNES À GAGNER DANS L'UN DES PAYS DES GENDRES !

500 PLACES DE CINÉMA !

UNE SOIRÉE ALL-INCLUSIVE AVEC L'ÉQUIPE DU FILM LORS DE L'AVP AU GRAND REX

JOUEZ

WEDDINGS (BAD)

120 000 Facebook fans!

<https://www.facebook.com/bondieu.lefilm?fref=ts>



4 mariages, 2 têtes d'enterrement

QU'EST-CE QU'ON A FAIT AU BON DIEU?

UN FILM DE PHILIPPE DE CHAUVERON

Bienvenue dans la famille Verneuil

Au cinéma le 16 avril

CHRISTIAN CLAVIER CHANTAL LAUBY ARY ABITTAN MADI SADOUN FRÉDÉRIC CHAU NOOM DIAWARA FRÉDÉRIQUE BEL JULIA PIATON ÉMILIE CAEN ÉLODIE FONTAN



PR & EVENTS

The main objective: Show the film to a large number of people all around France to spread the word

With talent:

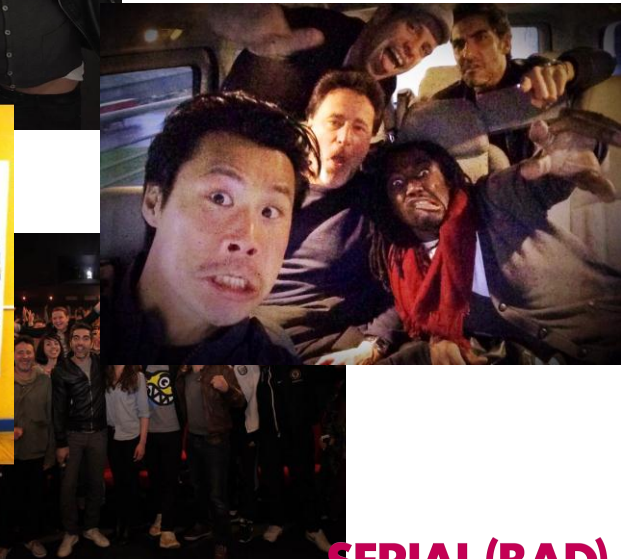
- Extensive tour with the 4 lead actors and the director : **35 days, 68 screenings !**
- Press junket and press screenings (only for media with an interview scheduled)
- TV shows
- 2 Paris Premieres on March 27th and April 10th
- Cannes event: the entire team on the red carpet, press & TV, industry party



Without talent:

- 243 preview screenings in the whole of France

Pictures from the French tour.




VERY ENTHUSIASTIC REVIEWS

IN FRANCE


"One of the best comedies since *The Intouchables*." *** 

"A movie packed full of humanity, intelligence and refreshing generosity." *** 

"A **hilarious**, uncompromising comedy that packs a real punch." *** 


"As the middle-aged grouch, Christian Clavier's charming wit sparkles as brightly as in his prime." 


"An easy-going comedy with a kick, and Christian Clavier at the top of his game." 

"A **divine surprise**... A cosmopolitan, anti-sectarian comedy that is **a hymn to harmony**." 

IN EUROPE

"A picture liberally sprinkled with **authentically funny moments**." 

"A likable cast, upbeat rhythm, comic situations and dialogue that hits home, making for highly enjoyable entertainment." 

"Side-splitting moments! » 

KEY POINTS

Here are some key elements of the French release that proved successful and could help your local release strategy:

1 - DO A TEST SCREENING

- Don't hesitate to do a test screening to see where people laugh. You will see that the movie targets a very broad audience.
- You can invite the media partners at this screening, they will be "flattered" and will see the movie in good conditions.
- Try to have a full theater : the much people you are, the best it is as laughter is contagious.

2 - SHOW THE FILM AS MUCH AS POSSIBLE

- The best marketing tool = the film itself.
- The French test screenings immediately showed that it was a crossover film with high recommendation ratings (91%) and across all type of audiences – popular, Trendy, upscale
- Do as many screenings (previews, festivals, partners free screenings...) as possible. Organize a pre-screening program with exhibitors 10 days prior release to increase word of mouth

In Germany, results of sneak previews in both multiplex and arthouse cinemas showed that between 75% and 78% of the audience rate the film as “excellent” while 82% of them would recommend it.

KEY POINTS

3 - USE THE FRENCH MARKETING MATERIALS

- This material is efficient and has proved it in the French speaking territories. Try to keep the same marketing material.

The poster

- It focuses on the opposition between the parents and their daughters with the sons-in-law, which is always a strong selling point for comedies.
- The characters' attitude clearly show what will happen in the movie.
- It does not stay focused on the parents.
- It is colorful (the girls' dresses) and modern
- It shows the concept in one image.
- If it is relevant in you territory, communicate on the item : TOP 10 ALL TIMES (FOR A FRENCH FILM) AT THE FRENCH BO !

The trailer

- It explains clearly the concept of the film.
- It has been edited after an analysis of the audience's laughs at the test screening.

4 - TARGET THE TOP MEDIA PARTNERS

- Target the most powerful media partners in your territory.
- Organize free screenings with them in exchange of media exposure.

KEY POINTS

5 – PRESS STRATEGY IN FRANCE

- The Distributor didn't show the movie to the "mean" and elitist journalists.
- Only to those who want to interview the cast and the director
- He avoided all interview requests from political magazines or political shows on TV/radio
- He stayed focused on the comedy aspect of the movie.

6 - BE STRONG, FUNNY & ORIGINAL ON THE WEB

- The French distributor developed a really strong marketing on the web with exclusive content.
- Feel free to ask about this content and strategy if it can give you some ideas.

7 - INVITE TALENT IN YOUR TERRITORY

- They are really « easy going » and will be happy to help if they are available.
- They give a young and modern image.

CREATIVE ASSETS

PRINT

- 1 GENERIC POSTER
- 4 CHARACTER POSTERS « sons-in-law »
- 18 STILLS
- 1 STANDEE

A/V

- 1 TRAILER
- 2 CLIPS
- WEB FILES:

Social media banners

5 Behind the scenes clips

On tour photos

5 on tour clips

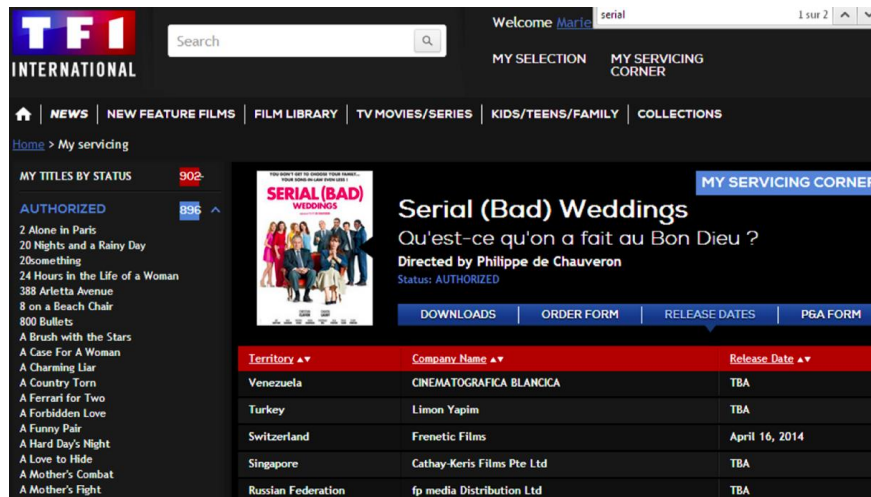
PUBLICITY

- PRESS BOOK
- PRESS REVIEWS (FRANCE)

...more info on *MY SERVICE CORNER* !

Visit **MY SERVICE CORNER** on www.tf1international.com to

- ✓ Download the creative assets
- ✓ Share with us your local release info (P&A, release date, #prints, BO results, etc)
- ✓ Get an update on international distributors' dates and BO



The screenshot shows the TFI International website interface. The top navigation bar includes the TFI logo, a search bar, and user information (Welcome Marie, serial). The main navigation menu includes NEWS, NEW FEATURE FILMS, FILM LIBRARY, TV MOVIES/SERIES, KIDS/TEENS/FAMILY, and COLLECTIONS. The page is titled 'Home > My servicing' and features a 'MY TITLES BY STATUS' section with a list of titles under 'AUTHORIZED'. The main content area displays the movie 'Serial (Bad) Weddings' with a poster, title, and description. Below the movie information, there are tabs for 'DOWNLOADS', 'ORDER FORM', 'RELEASE DATES', and 'P&A FORM'. The 'RELEASE DATES' tab is active, showing a table of international distributors and their release dates.

Territory	Company Name	Release Date
Venezuela	CINEMATOGRAFICA BLANCA	TBA
Turkey	Limon Yapim	TBA
Switzerland	Frenetic Films	April 16, 2014
Singapore	Cathay-Keris Films Pte Ltd	TBA
Russian Federation	fp media Distribution Ltd	TBA